

*Department of Commerce*  
**Division of Tourism**

## **Mission**

The Division of Tourism, in partnership with the private sector tourism industry and as a function of the West Virginia Development Office, works to cultivate a world-class travel and tourism industry through creation of jobs, stimulation of investment, expansion of current tourism businesses, and promotion of a positive state image, thereby improving the way of life for West Virginians.

## **Operations**

### *Administration*

- Provides administrative support to all departments within the Division of Tourism.

### *Advertising*

- Works with in-house staff and an outside advertising agency to develop and manage all aspects of the division's advertising efforts, including all local and national print, broadcast, outdoor, on-line, and nontraditional campaigns, as well as publication of promotional brochures and the Official State Travel Guide.

### *Call and Welcome Centers*

- Manage the call center and the fulfillment center to collect information for the state's tourism database to assist with research and provide assistance to the traveling public.

### *Cooperative Tourism*

- To manage the Cooperative Tourism grants program through education and application review.

### *Group Tours and Packaging*

- Develop and promote travel packages and group travel to and within the state.

### *Heritage/Special Projects*

- Develop and promote cultural and heritage tourism.

### *Information Technology*

- Increase awareness of the attractions, events, and destinations within the state by use of electronic communications.

### *International*

- Promote West Virginia to international travelers.

### *Motor Sports*

- Promote and support all types of motorsports activities in the State of West Virginia as both a venue for recreation and tourism and as a means for economic development.

### *Outdoor Recreation*

- Promote all outdoor recreation.

### *Public Information*

- Coordinate and manage daily media activities to maximize tourism and economic development editorial coverage for West Virginia.

### *Research*

- Coordinate, analyze, and distribute research for the division.

## *Division of Tourism*

### ***West Virginia Film Office***

- Support the economic development of the filming industry by encouraging motion picture, television, and related media production to select West Virginia as a place to conduct business.

### ***Wildlife***

- Promote and coordinate with DNR the outdoor wildlife activities for West Virginia.

## **Recommended Improvements**

- ✓ Additional \$250,000 for the West Virginia Film Office.

Division of Tourism  
**Expenditures**

|   | TOTAL FTE<br>POSITIONS<br>11/30/2005 | ACTUALS<br>FY 2005  | BUDGETED<br>FY 2006 | REQUESTED<br>FY 2007 | GOVERNOR'S<br>RECOMMENDATION |
|---|--------------------------------------|---------------------|---------------------|----------------------|------------------------------|
| <b>EXPENDITURE BY PROGRAM</b>                 |                                      |                     |                     |                      |                              |
| Administration                                | 11.80                                | \$1,180,468         | \$1,240,335         | \$1,148,775          |                              |
| Advertising                                   | 13.00                                | 4,298,674           | 6,380,718           | 4,174,595            |                              |
| Call & Welcome Centers                        | 32.00                                | 1,650,313           | 1,876,107           | 1,843,194            |                              |
| Cooperative Tourism                           | 5.00                                 | 12,562,745          | 15,312,747          | 15,312,747           |                              |
| Group Tours & Packaging                       | 1.00                                 | 83,947              | 71,684              | 71,684               |                              |
| Heritage/Special Projects                     | 1.00                                 | 1,816,501           | 6,304,501           | 63,649               |                              |
| International Marketing                       | 1.00                                 | 68,019              | 80,377              | 80,377               |                              |
| Motorsports Council                           | 0.00                                 | 77,243              | 90,000              | 90,000               |                              |
| Outdoor Recreation                            | 0.00                                 | 66,579              | 7,000               | 7,000                |                              |
| Public Information                            | 4.00                                 | 342,096             | 312,326             | 312,326              |                              |
| Research                                      | 1.00                                 | 115,633             | 139,685             | 139,684              |                              |
| West Virginia Film Office                     | 1.00                                 | 104,302             | 102,515             | 102,515              |                              |
| Wildlife                                      | 0.00                                 | 23,349              | 0                   | 0                    |                              |
| Less: Reappropriated                          |                                      | (2,626,944)         | (8,328,165)         | 0                    |                              |
| <b>TOTAL BY PROGRAM</b>                       | <b>70.80</b>                         | <b>19,762,925</b>   | <b>23,589,830</b>   | <b>23,346,546</b>    | <b>23,591,256</b>            |
| <b>EXPENDITURE BY FUND</b>                    |                                      |                     |                     |                      |                              |
| <b>General Fund</b>                           |                                      |                     |                     |                      |                              |
| FTE Positions                                 |                                      | 0.00                | 0.00                | 0.00                 | 0.00                         |
| Total Personal Services                       |                                      | 0                   | 0                   | 0                    | 0                            |
| Employee Benefits                             |                                      | 0                   | 0                   | 0                    | 0                            |
| Other Expenses                                |                                      | 400,000             | 3,027,248           | 0                    | 0                            |
| Less: Reappropriated                          |                                      | 0                   | (2,984,108)         | 0                    | 0                            |
| <b>Subtotal: General Fund</b>                 |                                      | <b>400,000</b>      | <b>43,140</b>       | <b>0</b>             | <b>0</b>                     |
| <b>Federal Fund</b>                           |                                      |                     |                     |                      |                              |
| FTE Positions                                 |                                      | 0.00                | 0.00                | 0.00                 | 0.00                         |
| Total Personal Services                       |                                      | 0                   | 0                   | 0                    | 0                            |
| Employee Benefits                             |                                      | 0                   | 0                   | 0                    | 0                            |
| Other Expenses                                |                                      | 0                   | 0                   | 0                    | 0                            |
| <b>Subtotal: Federal Fund</b>                 |                                      | <b>0</b>            | <b>0</b>            | <b>0</b>             | <b>0</b>                     |
| <b>Appropriated Special Fund</b>              |                                      |                     |                     |                      |                              |
| FTE Positions                                 |                                      | 70.80               | 70.80               | 70.80                | 72.80                        |
| Total Personal Services                       |                                      | 2,459,233           | 2,540,839           | 2,515,839            | 2,616,979                    |
| Employee Benefits                             |                                      | 782,216             | 831,025             | 823,112              | 851,895                      |
| Other Expenses                                |                                      | 5,896,392           | 9,595,288           | 4,284,143            | 4,398,930                    |
| Less: Reappropriated                          |                                      | (2,626,944)         | (5,344,057)         | 0                    | 0                            |
| <b>Subtotal: Appropriated Special Fund</b>    |                                      | <b>6,510,897</b>    | <b>7,623,095</b>    | <b>7,623,094</b>     | <b>7,867,804</b>             |
| <b>Nonappropriated Special Fund</b>           |                                      |                     |                     |                      |                              |
| FTE Positions                                 |                                      | 0.00                | 0.00                | 0.00                 | 0.00                         |
| Total Personal Services                       |                                      | 21,673              | 21,605              | 21,605               | 21,605                       |
| Employee Benefits                             |                                      | 1,852               | 1,847               | 1,847                | 1,847                        |
| Other Expenses                                |                                      | 12,828,503          | 15,900,143          | 15,700,000           | 15,700,000                   |
| <b>Subtotal: Nonappropriated Special Fund</b> |                                      | <b>12,852,028</b>   | <b>15,923,595</b>   | <b>15,723,452</b>    | <b>15,723,452</b>            |
| <b>TOTAL FTE POSITIONS BY FUND</b>            | <b>70.80</b>                         |                     | <b>70.80</b>        | <b>70.80</b>         | <b>72.80</b>                 |
| <b>TOTAL EXPENDITURES BY FUND</b>             |                                      | <b>\$19,762,925</b> | <b>\$23,589,830</b> | <b>\$23,346,546</b>  | <b>\$23,591,256</b>          |

# Programs

## Administration

### Mission

Administration provides administrative support to all departments within the Division of Tourism.

### Goals/Objectives

- Provide accounting of all revenue, expenses, purchasing, and payroll.
- Process invoices, travel, purchase orders, and contracts for the division.
- Perform audits on tourism grant applicants.
- Meet quarterly with the commissioner or marketing director to review budgets.

### Performance Measures

- ✓ Submitted monthly financial reports to the Tourism Commission regarding the Tourism Promotion Fund.

| <u>Fiscal Year</u> | <u>Actual</u><br><u>2003</u> | <u>Actual</u><br><u>2004</u> | <u>Estimated</u><br><u>2005</u> | <u>Actual</u><br><u>2005</u> | <u>Estimated</u><br><u>2006</u> | <u>Estimated</u><br><u>2007</u> |
|--------------------|------------------------------|------------------------------|---------------------------------|------------------------------|---------------------------------|---------------------------------|
| Invoices processed | N/A                          | N/A                          | N/A                             | 2,324                        | 3,100                           | 3,100                           |

## Advertising

### Mission

The Advertising unit of the Division of Tourism works with an advertising agency, national media partners, and the state's private tourism industry to improve the image of West Virginia and increase consumer awareness of West Virginia as an attractive vacation destination, resulting in increased visitors and a greater economic impact for the state.

### Goals/Objectives

- Heighten awareness and enhance the image of West Virginia as a desirable vacation destination among residents and travelers within the state's target markets to benefit not only tourism, but also other economic development activities and other industry groups.
- Further develop the "Wild and Wonderful" branding to present the state as a multnight, multisite destination with something to offer everyone.
- Increase private sector participation in cooperative advertising programs.
- Maintain an overall cost per inquiry (CPI) at or below \$25. (CPI is the industry standard used to measure advertising success.)

### Performance Measures

- ✓ Executed a comprehensive marketing and advertising plan that continues to lower the CPI, one of the industry standards used to evaluate the effectiveness of advertising spending. (The lower the CPI, the less it costs to secure each lead, the more cost-effective the advertising. Industry average CPI's are increasing due to more people researching travel options on-line.)

| <u>Fiscal Year</u>   | <u>Actual</u><br><u>2003</u> | <u>Actual</u><br><u>2004</u> | <u>Estimated</u><br><u>2005</u> | <u>Actual</u><br><u>2005</u> | <u>Estimated</u><br><u>2006</u> | <u>Estimated</u><br><u>2007</u> |
|----------------------|------------------------------|------------------------------|---------------------------------|------------------------------|---------------------------------|---------------------------------|
| Overall CPI (median) | \$16.22                      | \$21.90                      | \$20.00                         | \$25.49                      | \$25.00                         | \$25.00                         |

## Division of Tourism Programs

(Performance Measures continued)

| <u>Calendar Year</u>                   | <u>Actual</u><br><u>2003</u> | <u>Estimated</u><br><u>2004</u> | <u>Actual</u><br><u>2004</u> | <u>Estimated</u><br><u>2005</u> | <u>Estimated</u><br><u>2006</u> | <u>Estimated</u><br><u>2007</u> |
|--|------------------------------|---------------------------------|------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Overnight leisure trips (in millions)  | 8.16                         | N/A                             | 8.10                         | 8.3                             | 8.3                             | 8.3                             |
| Overnight business trips (in millions) | 2.34                         | N/A                             | 2.36                         | 2.5                             | 2.5                             | 2.5                             |
| Total overnight trips (in millions)    | 10.49                        | N/A                             | 10.46                        | 10.80                           | 10.80                           | 10.80                           |
| Total economic impact (in billions)    | 3,085                        | N/A                             | 3,434                        | 3,650                           | 3,650                           | 3,650                           |

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## Call and Welcome Centers

### Mission

The mission of these front line tourism sections is to promote and sell West Virginia as a travel destination. This is accomplished through distribution of tourism literature, Web site information, placing reservations, reservation referrals, suggesting and planning itineraries via the telephone, during live Web site chat sessions, or in assisting visitors to the Welcome Centers.

### Goals/Objectives

- Through friendly personal interaction with travelers, encourage overnight stays by providing timely information and brochures about destinations, activities, accommodations, events, and travel in West Virginia resulting in greater economic impact.
- Maintain tracking of visitors to centers.
- Conduct visitor surveys to provide data on trends and travel patterns.

### Performance Measures

| <u>Fiscal Year</u>                                      | <u>Actual</u><br><u>2003</u> | <u>Actual</u><br><u>2004</u> | <u>Estimated</u><br><u>2005</u> | <u>Actual</u><br><u>2005</u> | <u>Estimated</u><br><u>2006</u> | <u>Estimated</u><br><u>2007</u> |
|---|------------------------------|------------------------------|---------------------------------|------------------------------|---------------------------------|---------------------------------|
| Calls handled through 1-800-CALL-WVA                    | 354,533                      | 313,382                      | 300,000                         | *251,052                     | 225,000                         | 200,000                         |
| Internet e-mail requests                                | 63,358                       | 74,532                       | 85,000                          | 95,541                       | 100,000                         | 125,000                         |
| Visitor travel information and assistance (in millions) | 4.2                          | 4.1                          | 4.0                             | 4.0                          | 4.0                             | 4.0                             |

\*Effective January 1, 2005, telephone carriers were switched, and call reports have been unavailable. Calls for the months of January through June 2005 have been estimated based on reports from the previous five years.

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## Cooperative Tourism

### Mission

Increase the economic impact and economic development of the state by educating and assisting the tourism industry in branding West Virginia as a premier vacation destination through application for direct advertising grants.

### Goals/Objectives

- Help communities achieve their vision to improve the local economy by increasing West Virginia's tourism partnerships, while extending the state's brand to position West Virginia as a preferred travel destination.
- Increase economic development through education of the program to potential applicants.
- Extend the advertising resources of the tourism industry through partnerships.
- Increase tourism to West Virginia by both small and large supporting advertising strategies—increase the tourism industry's knowledge of the program through community and regional educational workshops focusing on the Cooperative Tourism grants application process and program, as well as the Division of Tourism's activities and the importance of tourism to the economic development of the state.

## Performance Measures

| <u>Fiscal Year</u>                | <u>Actual<br/>2003</u> | <u>Actual<br/>2004</u> | <u>Estimated<br/>2005</u> | <u>Actual<br/>2005</u> | <u>Estimated<br/>2006</u> | <u>Estimated<br/>2007</u> |
|-----------------------------------|------------------------|------------------------|---------------------------|------------------------|---------------------------|---------------------------|
| Small grants issued               | 147                    | 53                     | N/A                       | 41                     | 45                        | 53                        |
| Fairs and festivals grants issued | 21                     | 42                     | N/A                       | 65                     | 75                        | 83                        |
| Large grants issued               | 149                    | 99                     | N/A                       | 89                     | 100                       | 110                       |

### State Tax Receipts Generated by Travel Spending in Millions\*

| <u>1990</u> | <u>1991</u> | <u>1992</u> | <u>1993</u> | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| \$165       | \$169       | \$176       | \$182       | \$189       | \$195       | \$205       | \$243       | \$291       | \$382       | \$453       | \$526       |

\* This information is available only in calendar year. Years 1990-1994 represent tourism industry growth in state tax receipts before the program. Years 1995 through 1996 represent the first year of the program, showing marked growth in tax receipts. Comparison of early and current (2000-2004) statistics shows marked growth in state tax receipts that can be directly related to this program.

## Group Tours and Packaging

### Mission

Work with the group tour and packaged travel industry to attract and promote West Virginia as a destination.

### Goals/Objectives

- Conduct random research of appointments to assess the year's activities.
- Continue to promote West Virginia as a logical choice for small business meetings.
- Explore and develop relationship with new tour group operators to expand potential business opportunities.
- Implement on-line program for group use.

## Performance Measures

| <u>Fiscal Year</u>                          | <u>Actual<br/>2003</u> | <u>Actual<br/>2004</u> | <u>Estimated<br/>2005</u> | <u>Actual<br/>2005</u> | <u>Estimated<br/>2006</u> | <u>Estimated<br/>2007</u> |
|---|------------------------|------------------------|---------------------------|------------------------|---------------------------|---------------------------|
| Appointments with National Tour Association | 38                     | 45                     | 45                        | 35                     | 45                        | 44                        |
| Appointments with American Bus Association  | 33                     | 41                     | 45                        | 34                     | 45                        | 44                        |
| Appointments with Travel South USA          | 40                     | 53                     | 53                        | 27                     | 53                        | 52                        |
| Appointments with religious tour operators  | N/A                    | N/A                    | 10                        | 40                     | 12                        | 15                        |

## Heritage/Special Projects

### Mission

The mission is to continue marketing efforts to raise awareness of West Virginia's historic and cultural attributes by using advertising, marketing, and public relations activities to target this flourishing heritage market.

### Goals/Objectives

- Work with the industry to promote packages that include heritage/cultural activities to increase the visitor's stay.
- Create awareness of newly emerging destinations/programs.
- Work with Public Information to bring travel writers to do stories on West Virginia heritage and culture.

## Division of Tourism Programs

- Continue expansion of the database on cultural/heritage events, attractions, festivals, workshops, and programs.
- Develop a marketing strategy to reach the National Brotherhood of Skiers (regional groups in Hampton, Virginia; Charlotte, North Carolina; the District of Columbia; and Columbus, Ohio).
- Capitalize on new Civil War Heritage brochures available to consumers.
- Track and analyze traffic on the division's new Heritage and Cultural Web site. Develop new ways to drive traffic to the site.

### Performance Measures

| <u>Fiscal Year</u>  | <u>Actual</u><br><u>2003</u> | <u>Actual</u><br><u>2004</u> | <u>Estimated</u><br><u>2005</u> | <u>Actual</u><br><u>2005</u> | <u>Estimated</u><br><u>2006</u> | <u>Estimated</u><br><u>2007</u> |
|---|------------------------------|------------------------------|---------------------------------|------------------------------|---------------------------------|---------------------------------|
| African American Travel Conference appointments<br>(100 group planners) | 40                           | 40                           | 40                              | 40                           | 40                              | 40                              |
| Civil War Trails inquiries through call center                          | 53,249                       | 39,183                       | 60,000                          | 90,302                       | 100,000                         | 105,000                         |
| African American heritage inquiries through call center                 | 13,117                       | 9,726                        | 12,000                          | 8,846                        | 10,500                          | 12,000                          |
| Heritage and Cultural Web site visits                                   | N/A                          | N/A                          | N/A                             | 64,361                       | 78,000                          | 90,000                          |

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## International Marketing

### Mission

Strategically plan and implement marketing activities that create a greater awareness of West Virginia as a destination for the international traveler.

### Goals/Objectives

- Focus greater attention on the Canadian market, creating a compelling reason for Canadian drivers to stop on their drive through the state.
- Strengthen West Virginia's presence in the United Kingdom and German-speaking markets.
- Leverage membership in a multistate travel organization to effectively and efficiently reach international travelers.
- Investigate new collaborative marketing opportunities with surrounding states and organizations

### Performance Measures

- ✓ The division's German marketing representation company made nearly 300 sales calls and training visits, and provided fulfillment to 912 consumer and trade inquiries on West Virginia's behalf.
- ✓ Hosted German journalists, United Kingdom journalists, and several AAA and Canadian Automobile Association travel counselors.

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## Motorsports Council

### Mission

The mission of the Motorsports Council is to promote and support all types of motorsports activities in West Virginia as both a venue for recreation and tourism and a means for increasing economic development.

### Goals/Objectives

- Bring a new, high-profile motorsports complex to West Virginia.
- Provide educational opportunity for West Virginia track owners and promoters by attending national workshops and seminars and conducting similar activities to disseminate the acquired knowledge.

- Work with national sanctioning bodies to attract national motorsports events to West Virginia.
- Work with principals involved in several high-profile motorsports venue projects to assist in bringing those projects to fruition.
- Work to establish West Virginia as “Motorsports Friendly.”
- Work to assist and promote West Virginia drivers to help them move on to the next level.
- Work with established teams in NASCAR and other major racing sanctioning bodies to take a look at West Virginia’s young and upcoming drivers.

## Performance Measures

- ✓ Continued to investigate alternative funding sources and methodologies, both private and governmental, for a new integrated motorsports complex at Flatwoods.
- ✓ Conducted the “Fourth Annual West Virginia Motorsports Council Track Owners and Promoters Workshop.”
- ✓ Held multiple, nationally-sanctioned events in West Virginia, including the International Hot Rod Association’s “Night Under Fire” and the Holley Pro-Am Nationals; Saab Club of North America’s second annual “Run for the Hills;” National Auto Sport Association’s “The Hill Climb at Snowshoe Mountain;” American Motorcycle Association’s first annual “MountainFest” at Morgantown and the “Moonshine Championship Hill Climb” at Delbarton; and the Great American Race annual “Race Across America” pit stop at the state capitol.
- ✓ Secured a \$1.2 million federal Economic Development Authority grant for infrastructure and balance of built-out funding in place for the Twin Branch Motorsports Complex in Mingo County.
- ✓ Major teams are now taking a close look at some of West Virginia’s young and upcoming drivers.

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## Outdoor Recreation

### Mission

To position West Virginia as the premier outdoor recreation venue east of the Mississippi for tourists looking for a wide range of mountain adventures.

### Goals/Objectives

**Promote West Virginia’s outdoor recreation activities and destinations to consumers.**

- Maintain a presence at outdoor recreation events and expos in target market areas.
- Create promotional campaigns that separate West Virginia from competing states.
- Obtain editorial coverage by working with targeted media.
- Maintain close ties with statewide organizations like the Mountain Bike Association, Trails Coalition, Rail Trail Committee, Hatfield-McCoy Recreation office, and Professional Rivers Outfitters Association.
- Develop an outdoor recreation guide brochure to be ready for distribution in spring 2005.
- Negotiate promotional activities with a Charleston-based television station.

## Performance Measures

- ✓ Continued to develop working relationships with writers and editors through the Society of American Travel Writers Association membership, and established new contacts. Through the society, the section secured editorial coverage with several members, including *AAA Home and Away* magazine, *Travel Daily*, and *Where to Retire* magazine.
- ✓ Made biweekly appearances on two Charleston-based radio stations to promote travel activities and events to in-state audiences with special promotions, including overnight getaway prizes at Stonewall Jackson Resort, Blennerhassett Island State Park, and Glade Springs Resort.



- ✓ Completed the outdoor recreation brochure, used by the division as a fulfillment piece for potential visitors to the state.
- ✓ Cooperated with the state's tourism industry in several outdoor recreation consumer events including the military's Wilderness Challenge in Fayetteville, 24 Hours of Big Bear at Hazelton, and the National Off-Road Bicycle Association mountain bike races at Snowshoe. While at these events, met with writers for national publications (e.g., *VeloNews*, *Bike*, *Hooked on the Outdoors*, *Dirt Rag*, and *The Ride*) to discuss future feature articles about West Virginia.

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## **Public Information**

### **Mission**

The Public Information section works in partnership with other sections of the Division of Tourism and with tourism industry members to develop and implement programs that promote the state as a premier travel destination, with emphasis on the unique and diverse travel opportunities the state offers. The section uses these programs along with its daily media activities to achieve editorial coverage of tourism—both for travel and economic development recognition—in media markets within West Virginia and in regional, national, and international publications that reach consumers and travel trade industry members.

### **Goals/Objectives**

- Continue to develop and maintain relationships with media contacts to promote a positive state image and to persuade journalists to write about multiday travel opportunities in West Virginia, particularly in the state's target market regions.
- Utilize interactive media (Tourism's Web site, Internet travel news sites, etc.) to deliver information quickly, exchange feedback with writers/media contacts, and track media information needs.
- Promote the economic impact and business development components of the state's tourism industry to media and other target audiences to ensure that the tourism industry is recognized as an important economic partner in West Virginia's future.
- Track public information programs to evaluate their effectiveness and to develop improved communications programs.
- Reach an earned media value (the value of editorial coverage expressed in dollars) of \$27 million for FY 2006.
- Develop a network of in-state tourism public relations professionals to serve as a team to enhance the writers' experiences around the state.

### **Performance Measures**

- ✓ Public Information staff participated in the national Public Relations Society of America/Society of American Travel Writers travel and tourism media marketplace and in the Mid-Atlantic Tourism Public Relations Association's regional marketplace, as well as participating in media communications projects with Travel South, Tourism Industry of America, and the Southeast Tourism Society.
- ✓ Working with tourism industry partners, Public Information helped host travel writers' visits to all of the state's nine travel regions and facilitated interviews with tourism industry properties and destinations around the state.
- ✓ Updated the photo section for new and more varied photo choices.
- ✓ Issued to more than 2,000 industry members a monthly e-mail with news about the division's activities and opportunities for them to participate.
- ✓ Working with other sections of the division, Public Information helped distribute news about new economic impact and visitors study research to the industry and statewide media outlets.

## Division of Tourism Programs

(Performance Measures continued)

| <u>Calendar Year</u> | <u>Actual</u><br><u>2003</u> | <u>Estimated</u><br><u>2004</u> | <u>Actual</u><br><u>2004</u> | <u>Estimated</u><br><u>2005</u> | <u>Estimated</u><br><u>2006</u> | <u>Estimated</u><br><u>2007</u> |
|----------------------|------------------------------|---------------------------------|------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Earned media value   | \$19.7                       | \$22.0                          | *\$31.3                      | \$24.0                          | \$26.0                          | \$27.0                          |

\* In 2004, the Public Information section worked with several major media outlets on major West Virginia travel features—outlets included the Food Network, *The New York Times*, and *National Geographic* magazines. This editorial coverage boosted considerably the earned media value for the year.

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## Research

### Mission

To obtain relevant research of tourists traveling to West Virginia in order to understand, analyze, and improve the state's marketing and service efforts to travelers.

### Goals/Objectives

- Monitor economic impact in reference to 2004 Economic Impact study which determined direct travel-related sales, earnings, employment, and taxes generated through tourism.
- Conduct research regarding motivation, destinations, and activities among overnight travelers to West Virginia.
- Utilize the division's in-house resources for obtaining information from tourists—this includes the welcome centers, call center, and the division's Web site and database.
- Identify motivating factors that influence a person's decision to travel.
- Monitor monthly trends in travel for West Virginia, as well as nationally.
- Improve research sharing with members of West Virginia's tourism industry.

### Performance Measures

- ✓ Produced a custom study regarding the impact tourism has on West Virginia's gross state product.
- ✓ Produced a comprehensive research study analyzing the impact of tourism on a county-by-county basis.
- ✓ Produced the monthly *Travel Monitor* to communicate travel trends and updates to industry partners.

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## West Virginia Film Office

### Mission

The West Virginia Film Office supports the economic development of the filming industry by encouraging motion picture, television, and related media productions to select West Virginia as a place to conduct business and recognizes the importance of the creation of employment opportunities for West Virginia's workforce and positive economic gains.

### Goals/Objectives

**Increase filming industry productions in the state, by both indigenous and out-of-state businesses and individuals.**

- Promptly respond to client requests, including needs for crews, vendors, locations, research, and logistics support—expecting 115 production projects in FY 2007.
- Design a locations brochure to include in production packages to clients and for placement on the West Virginia Film Office Web site.
- Develop a 30-minute locations DVD to include in production packages and for streaming on the West Virginia Film Office Web site.

## Division of Tourism Programs

### **Increase employment opportunities for West Virginia's workforce on filming industry productions, and increase revenue for the state's vendors offering supportive services.**

- Annually distribute the Production Services Directory (promoting the state's workforce and vendors) via print publication, CD format, and the West Virginia Film Office Web site.

### **Maintain and promote the locations library database.**

- Conduct general statewide locations scouting to photograph and capture unique settings, structures, roadways, waterways, railways, vistas, business districts, and landscapes, as well as locations that can double for other states or countries. All 55 counties should have locations scouting by the end of FY 2007.
- Conduct statewide, tailored locations scouting specifically for client requests.

### **Increase national and international visibility of West Virginia Film Office, its services, and the state's crews, vendors, and locations.**

- Conduct two to three day locations scouting familiarization tour for invited location managers, production designers, directors, producers, and screenwriters to showcase the state's diversity of locations.
- Determine the feasibility of hosting an event in New York City or Los Angeles to create a network of West Virginia natives currently working in the filming industry.

### **Increase the statewide visibility of West Virginia Film Office and its services.**

- Distribute monthly by e-mail the West Virginia Film Office newsletter (also posted on the Web site) to over 750 individuals.
- Develop statewide a system of trained liaisons to provide complimentary support to the West Virginia Film Office.
- Continue participating as a speaker at relevant functions.
- Develop a network of educational institution representatives to assist the West Virginia Film Office outreach to students showing interest in industry.
- Continue support and development of educational training workshops for West Virginia's emerging film industry workforce.
- Determine the feasibility of creating a committee of statewide, industry-related organizations to meet quarterly for networking and brainstorming (e.g., film festivals, writers organizations, recording and broadcast organizations, crews, and filmmakers).

## Performance Measures

| <u>Fiscal Year</u>                                  | <u>Actual</u><br><u>2002</u> | <u>Actual</u><br><u>2003</u> | <u>Estimated</u><br><u>2004</u> | <u>Actual</u><br><u>2004</u> | <u>Estimated</u><br><u>2005</u> | <u>Estimated</u><br><u>2006</u> |
|---|------------------------------|------------------------------|---------------------------------|------------------------------|---------------------------------|---------------------------------|
| Production inquiries                                | N/A                          | N/A                          | N/A                             | 110                          | 167                             | 275                             |
| Productions mounting projects in the state          | N/A                          | N/A                          | N/A                             | 73                           | 85                              | 115                             |
| Locations scouting by county                        | N/A                          | N/A                          | N/A                             | 38                           | 45                              | 55                              |
| Distribution of Production Services Directory (PSD) | N/A                          | N/A                          | N/A                             | 500                          | 800                             | 1,000                           |
| Distribution of client-tailored production packages | N/A                          | N/A                          | N/A                             | N/A                          | N/A                             | 50                              |
| Workforce category listings in PSD                  | N/A                          | N/A                          | N/A                             | 375                          | 425                             | 460                             |
| Increase of vendor category listings in PSD         | N/A                          | N/A                          | N/A                             | 320                          | 390                             | 490                             |
| Economic impact of filming industry (in millions)   | N/A                          | N/A                          | N/A                             | N/A                          | \$3.0                           | \$4.0                           |

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## Wildlife

### Mission

To serve as a liaison between Division of Tourism and DNR to coordinate the promotion of the state's exceptional hunting, fishing, and watchable wildlife to target market audiences. (The majority of outdoor/wildlife-associated recreation occurs on public lands and, in West Virginia, represents an opportunity no other state shares due to its public landholdings and proximity to metropolitan population. Like other states, West Virginia's hunting and fishing license sales have remained stable, reflecting a declining and aging population.)

### Goals/Objectives

**Focus on obtaining editorial coverage from print media, and develop working relationships with reporters interested in outdoor recreation/wildlife.**

- Actively participate in outdoor writers associations that reach top editors and writers whose publications focus on promoting outdoor and wildlife activities.
- Continue partnerships with national and regional corporate sponsors to host outdoor writers' familiarization trips to the state.
- While continuing to focus on hunting and fishing, additional marketing will be directed to expand West Virginia's greatest strength, the scenic four seasons. The targets will include camping, hiking, watchable wildlife, birding, biking, and photography, including seasonal targets of skiing and rafting.

**Work in partnership with in-state partners to strengthen the state's wildlife programs.**

- Work with DNR, West Virginia University, and industry partners to develop a marketing and informational Web site about birding in West Virginia.
- Support programs—such as National Hunting and Fishing Day—to encourage outdoor enthusiasts to choose West Virginia for outdoor adventures.

### Performance Measures

- ✓ Hosted 11 nationally recognized wildlife editors and writers for hunting and fishing tours in West Virginia by working with industry cooperative partners.
- ✓ Expanded efforts to introduce wildlife writers to West Virginia as a top destination through participation in the Outdoor Writers Association of America and the South East Outdoor Press Association.
- ✓ Continued working cooperatively with DNR and other industry partners on the development of a statewide birding program and aquaculture program.
- ✓ Worked cooperatively with DNR on National Hunting and Fishing Day.

Department of Commerce

# Tourism Commission

## Mission

The West Virginia Tourism Commission, a private-public board established by the West Virginia Legislature, oversees and directs the activities of the West Virginia Division of Tourism. The West Virginia Division of Tourism, in partnership with the private tourism industry and as a function of the West Virginia Development Office, works to cultivate a world-class travel and tourism industry in the state.

## Operations

- Increase impact of tourism upon the state's economy, thereby increasing state tax revenues, jobs for citizens, and financial gains for tourism business owners.
- Cultivate new tourism investment and new tourism businesses.

## Goals/Objectives

- Enhance the existing tourist system through research, education, marketing, communication, and product development—driven by research.
- Create opportunities for communities to diversify local economies through tourism development and promotion.
- Identify opportunities for expansion of existing tourism offerings, and work with private sector leaders, public officials, and the West Virginia Development Office to accomplish this goal.

## Performance Measures

| <u>Fiscal Year</u>                | <u>Actual</u><br><u>2003</u> | <u>Actual</u><br><u>2004</u> | <u>Estimated</u><br><u>2005</u> | <u>Actual</u><br><u>2005</u> | <u>Estimated</u><br><u>2006</u> | <u>Estimated</u><br><u>2007</u> |
|-----------------------------------|------------------------------|------------------------------|---------------------------------|------------------------------|---------------------------------|---------------------------------|
| Grants issued                     | 149                          | 98                           | 100                             | 89                           | 100                             | 100                             |
| Total grants issued (in millions) | \$20.4                       | \$11.3                       | \$15.0                          | \$11.6                       | \$15.0                          | \$15.0                          |